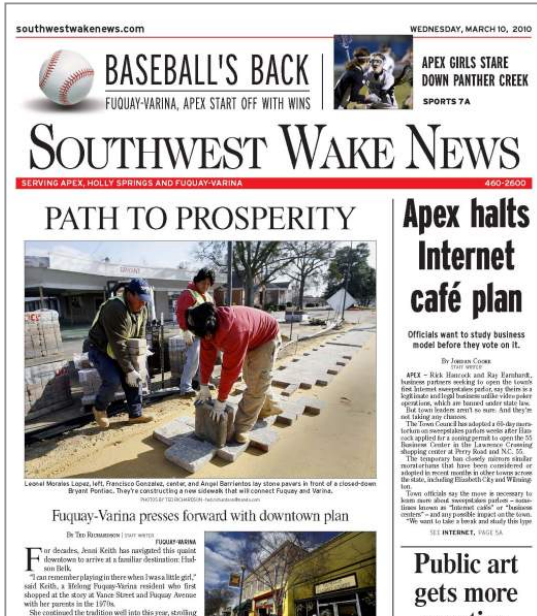


# The Southwest Wake News reaches a growing, thriving market.



**Distribution Area:** Apex, Fuquay-Varina, Holly Springs, New Hill and Willow Spring (ZIP codes - 27502, 27523, 27526, 27539, 27540, 27562, 27592\*)

- Population – 135,544 – up 64% since 2000.
- Projected to grow an additional 18% in the next 5 years.
- As one of the fastest growing towns in North Carolina, Holly Springs welcomes an average of three new families per day to their town.

**Circulation:** 45,200 – Wednesday

## Demographic Profile of Adults in the Distribution Area:

Median age	42.0
Median HH income	\$49,691
Median value, owned home	\$237,742
Own home	82%
Children under 18 at home	53%

**Editor:** Jack Hagel

**Ad Director:** Mark Alston

## Covering the Southwest Wake Market:

- Distribution of 45,200 vs. 2,000 for the Apex News; 4,100 for the Fuquay-Varina Independent; 6,000 for the Holly Springs Sun.

**Miscellaneous:** The Southwest Wake News is a sister paper to The Cary News and began publishing in January 2009.

\* Partial ZIP code

Sources: Claritas Inc., 2010; Scarborough Research

The N&O Community Newspapers

2010

